

ILLINOIS

Social Norm (SONOR) College Calendar

► AT-A-GLANCE

► **Project Characteristics**
Collaborative (public and private)

► **Program Areas**
Alcohol and Other Drugs
Youth Programs

► **Targeted Populations**
College Freshmen

► **Type of Jurisdiction**
33 Illinois College Campuses

► **Jurisdiction Size**
25,000

► **Funding**
410 Funds: \$11,297

► **Contact**
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Problem Identification

Alcohol consumption is a serious problem on Illinois college campuses. In 2002, 33 colleges took part in the CORE Institute's Alcohol and Drug Survey that assesses the nature, scope, and consequences of alcohol and other drug use on college campuses. According to the survey, Illinois college students responded overall that they average 5.6 drinks per week. Community college students reported an average of 5.2 drinks per week and students attending four-year institutions average 5.8 drinks per week. Just under half of the students responding to the survey (46 percent) indicated that they consume five or more drinks in one sitting, with 21 percent reporting that drinking five or more drinks in one sitting occurred more than once per week. The survey also indicates that 34 percent of Illinois students reported driving while intoxicated in the last year.

College student's use and abuse of alcohol combined with operating a motor vehicle has led to many alcohol-related traffic crashes and fatalities. Data published in the Illinois Department of Transportation's Drunk Driving Fact Sheet includes the following statement: "Although 16-24 year olds comprise only 15.52 percent of the licensed drivers in the state, they are involved in 38.85 percent of all fatal alcohol-related crashes."

Goals and Objectives

The primary goal of the Social Norm (SONOR) College Calendar marketing effort is to use the social norm approach in creating institution-specific messages that engage students in practicing the prevention of substance abuse and thereby reduce the number and severity of alcohol-related traffic crashes.

The project's objectives are to:

- Reach 25,000 incoming college freshmen per year;
- Collect data on the use and abuse of alcohol on college campuses via the CORE survey; and
- Provide college students with an attractive reminder of the perils of alcohol use and abuse.

Strategies and Activities

SONOR's College Calendar marketing effort implemented the following strategies and related activities to achieve its goals:

- Identified students to create posters illustrating an alcohol-related theme through a pilot project based at a four-year university. Students were charged with developing a poster campaign with the theme,

"Underage is Just a Phase." The posters were displayed at retail liquor outlets throughout the state in 2002. The posters were then used as the illustrations in the SONOR campus calendar for academic year 2003-2004. The theme for the calendar is rotated based on the social norm campaign delivered on campus. Students are preparing materials with a new theme, "Don't be That Guy," for the next calendar.

- Printed and distributed 25,000 calendars to incoming freshman at 33 colleges and universities in Illinois. The participating institutions ranged from small private schools to community colleges and large state schools and universities.
- Distributed calendars at orientations, through resident advisors, at student clubs and organizations. One campus distributed them to athletes at mandatory alcohol awareness presentations, and in orientation packets of incoming nursing and dental majors.
- Awarded calendars as prizes at some Alcohol Awareness Week events that featured fun and educational ways for increasing awareness of the perils of alcohol use.
- Posted calendars in dorm rooms, in residence halls, and at all new student activities.
- Used calendar as an incentive to complete surveys and alcohol knowledge questionnaires at the University of Illinois.
- Used calendar to encourage participation in the "Be a Hero" program. Students were asked to complete a quiz regarding using alcohol responsibly and to sign a pledge stating that they would not let a friend drive home after drinking.

Results

SONOR's College Calendar marketing effort received an overwhelming vote of confidence from participating schools. The demand for the calendars far exceeded the 25,000 calendars that the project could afford to produce. An impact evaluation has not yet been conducted; however, administrative information was gathered from all campuses. The project received the following comments: "The information is very good. Students did take them and place them in their rooms." "This was an exciting thing to do." "Everybody loved them." "The calendars are a great resource for students." There are plans to increase production to 35,000 calendars for next year.